User-Centered **Design**

User-Centered Design
Overview

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IBM UCD Architect & Corporate Champion

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What is IBM User-Centered Design?

"An approach to designing ease of use into the total user experience with products and systems. It involves two fundamental elements – multidisciplinary teamwork and a set of specialized methods of acquiring user input and converting it into design."

Vredenburg, K., Isensee, S., and Righi, C. (2001). User-Centered Design: An Integrated Approach Prentice Hall. ISBN 0130912956

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Transformation

Traditional Approach

Technology driven
Component focus
Limited multidiscipline cooperation
Focus on internals architecture
No specialization in user experience
Some competitive focus
Development prior to user validation
Product defect view of quality
Limited focus on user measurement
Focus on current customers

VS.

UCD Approach

User driven
Solutions focus
Multidisciplinary team work
Focus on externals design
Specialization in user experience
Focus on competition
Develop only user validated designs
User view of quality
Prime focus on use measurement
Focus on current users and customers

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User-Centered Design

Ease of Use

Total User Experience

through

1 principles

2 processes

3 and tools

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The Total User Experience

Everything the user sees, hears, and touches

get
order
find
unpack
install
use
support
help
upgrade

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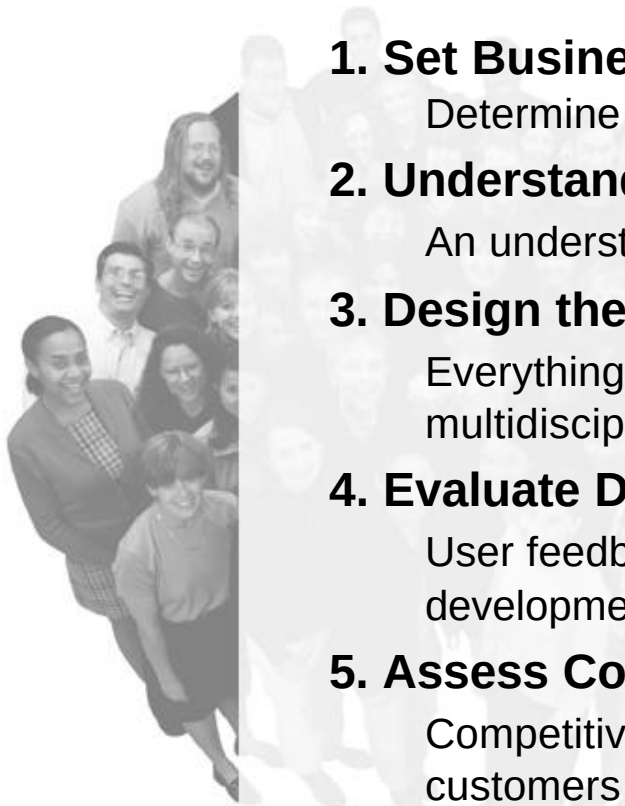

UCD Principles

1. Set Business Goals

Determine the market, users, and competition to target is central

2. Understanding Users

An understanding of the users is the driving force behind all design

3. Design the Total User Experience

Everything a user sees and touches is designed together by a multidisciplinary team

4. Evaluate Designs

User feedback is gathered often and drives product design and development

5. Assess Competitiveness

Competitive design requires a relentless focus on the competition and its customers

6. Manage for Users

User feedback is integral to product plans, priorities, and decision making

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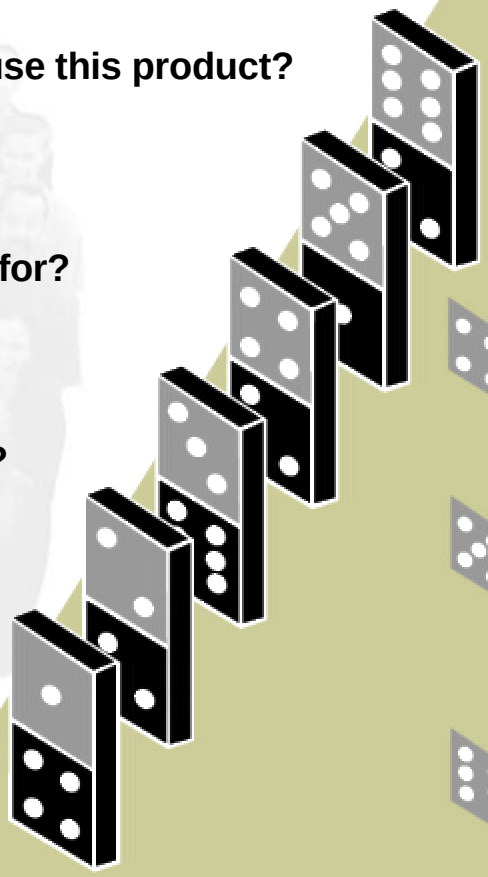
UCD Process

Who do we think will use this product?
Market Definition

What are they looking for?
Task Analysis

What else is out there?
Competitive Evaluation



How's this for starters?
Design and Walkthrough

Does this work?
What would make it better?
Design Evaluation and Validation

How do we stack up?
Benchmark Assessment

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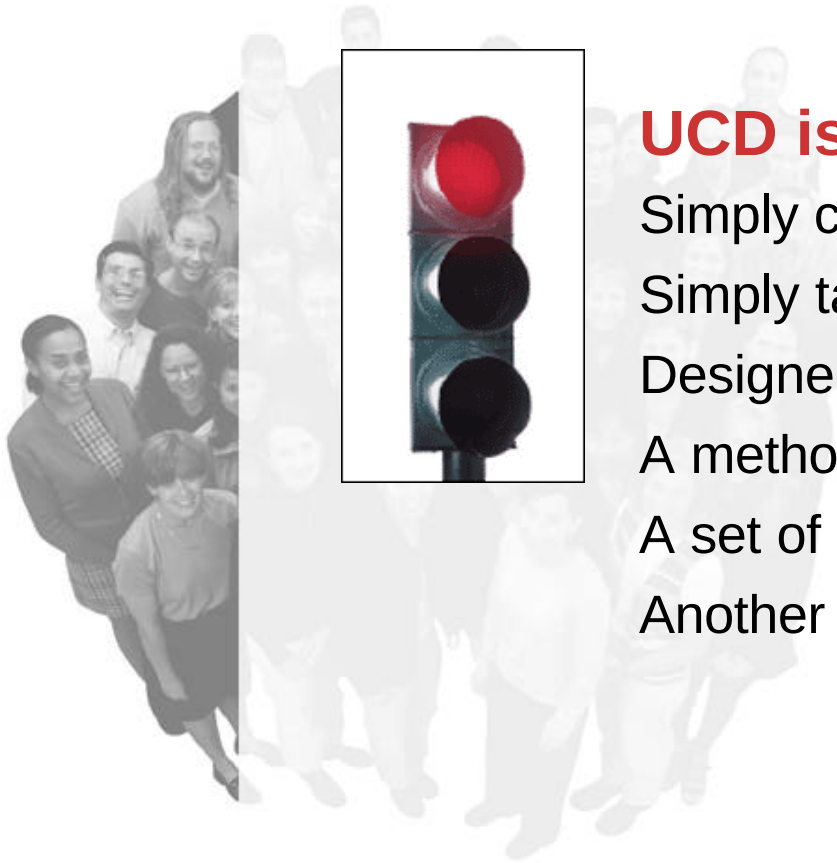

What UCD Isn’t

UCD isn't

Simply conducting usability studies

Simply talking to users

Designers taking the user's perspective

A method just for designing user interfaces

A set of methods just for gathering user feedback

Another name for usability

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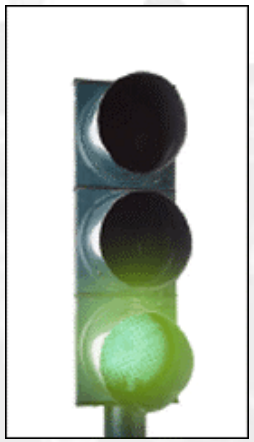
What UCD Is



UCD is

Conducting studies to

Understand Users
Drive and evaluate design
Assess competitiveness

Multidisciplinary Design

of the total user experience
based on input from representative users

End-to-end iterative design of solutions

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The UCD Team

Total User Experience Leader

Marketing Specialist

Visual Designer

HCI Designer

User Research Specialist

Technology Architect

Service & Support Specialist

User Assistance Architect

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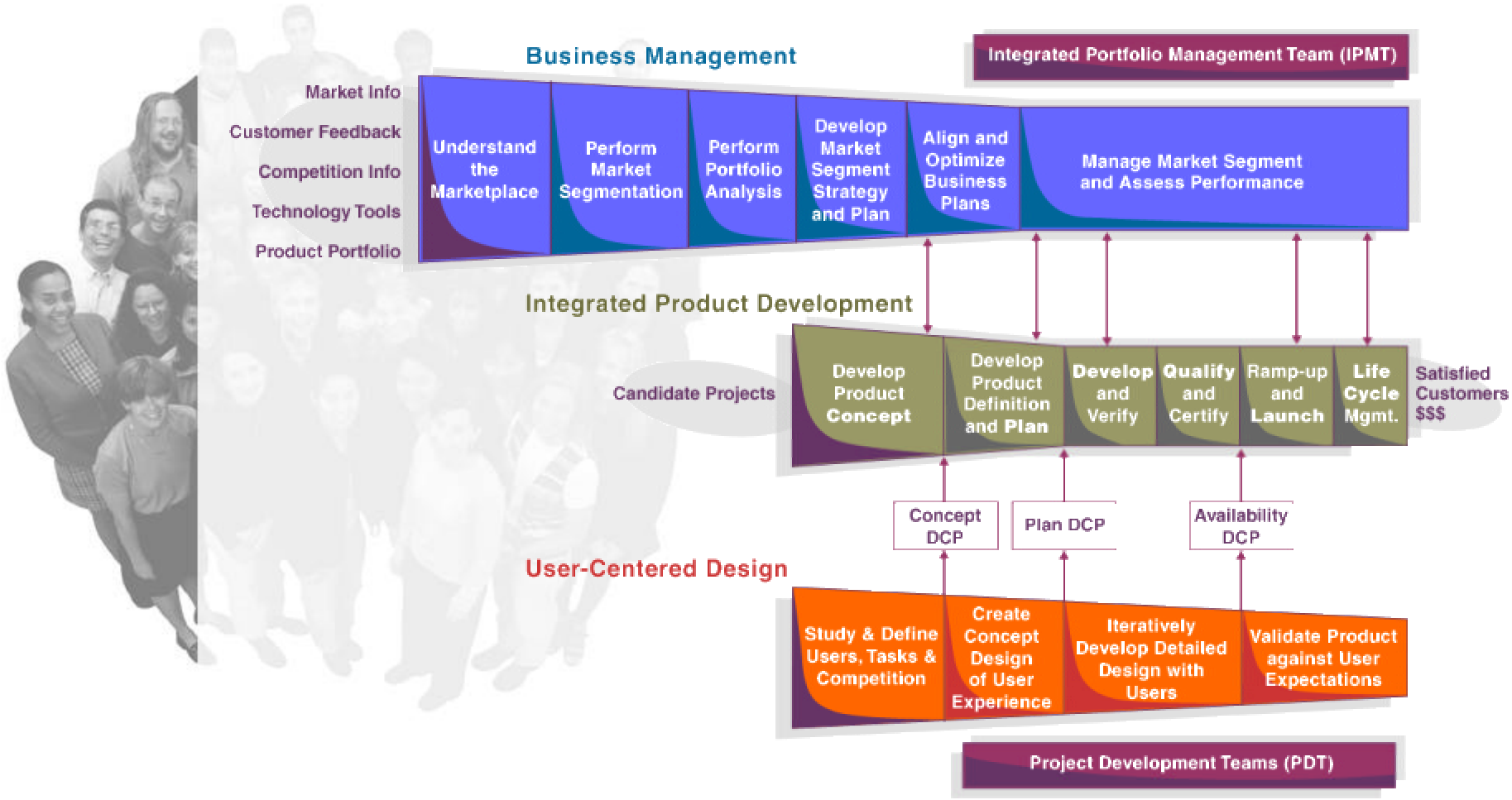
Integration



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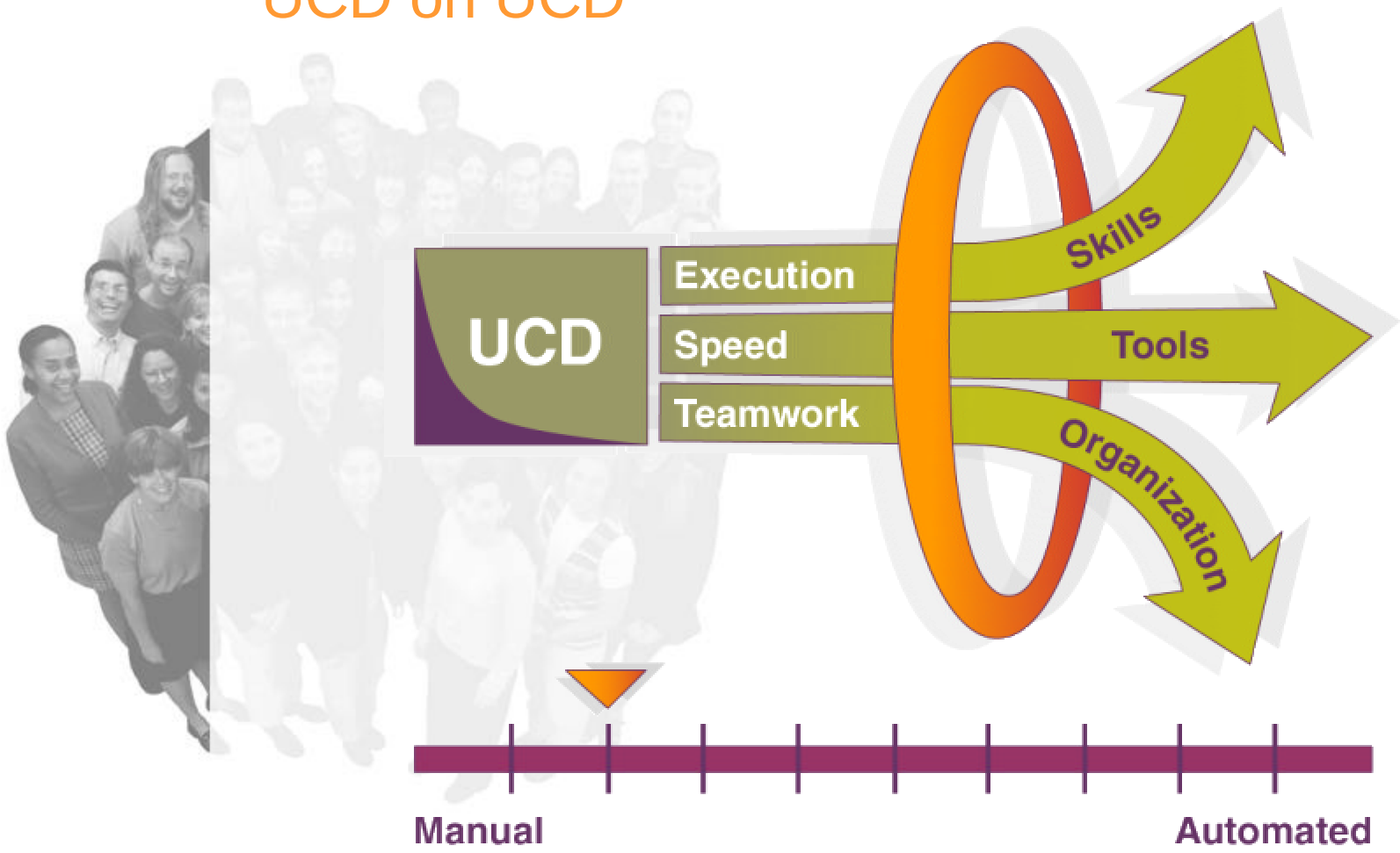
UCD on UCD



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What is UCD

To get IBM teams enabled and optimize for UCD, we run...

Executive Workshops

- Half-day case-based session
- Senior and middle management

Introduction to UCD Classes

- One-day awareness and overview
- Entire product team

UCD Practitioner Workshops

- Two-day hands-on experience building
- Project UCD Team

Monthly Technical Vitality Webcasts

Yearly Conferences

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Tools

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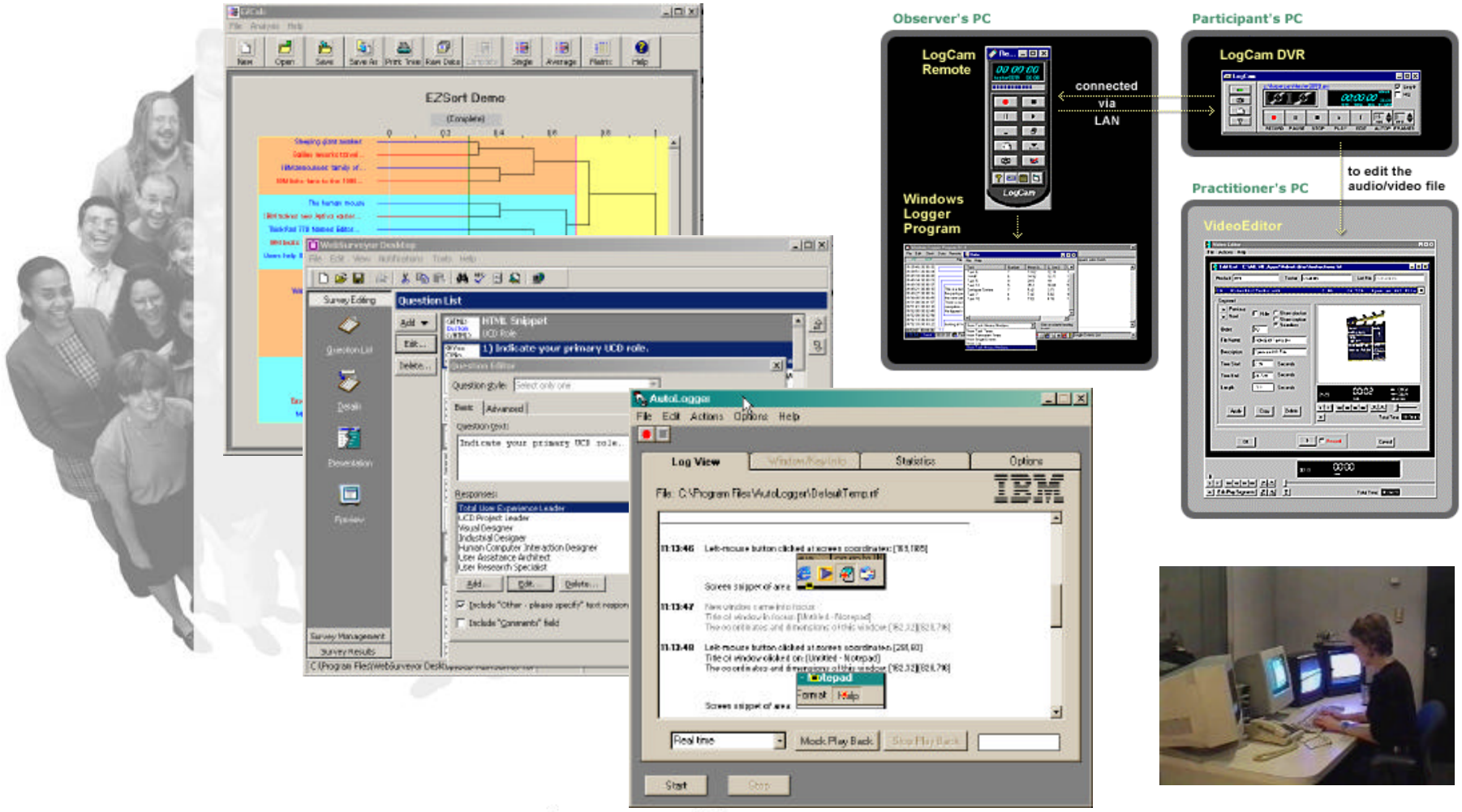
Tools



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User-Centered Design

Organization

IBM Ease of Use

Ease of Use Champions	Design Consultancy	UCD Advisory Council
Susan Mills	Charles Loving	Karel Vredenburg

User-Centered Design

Integrated Product Development

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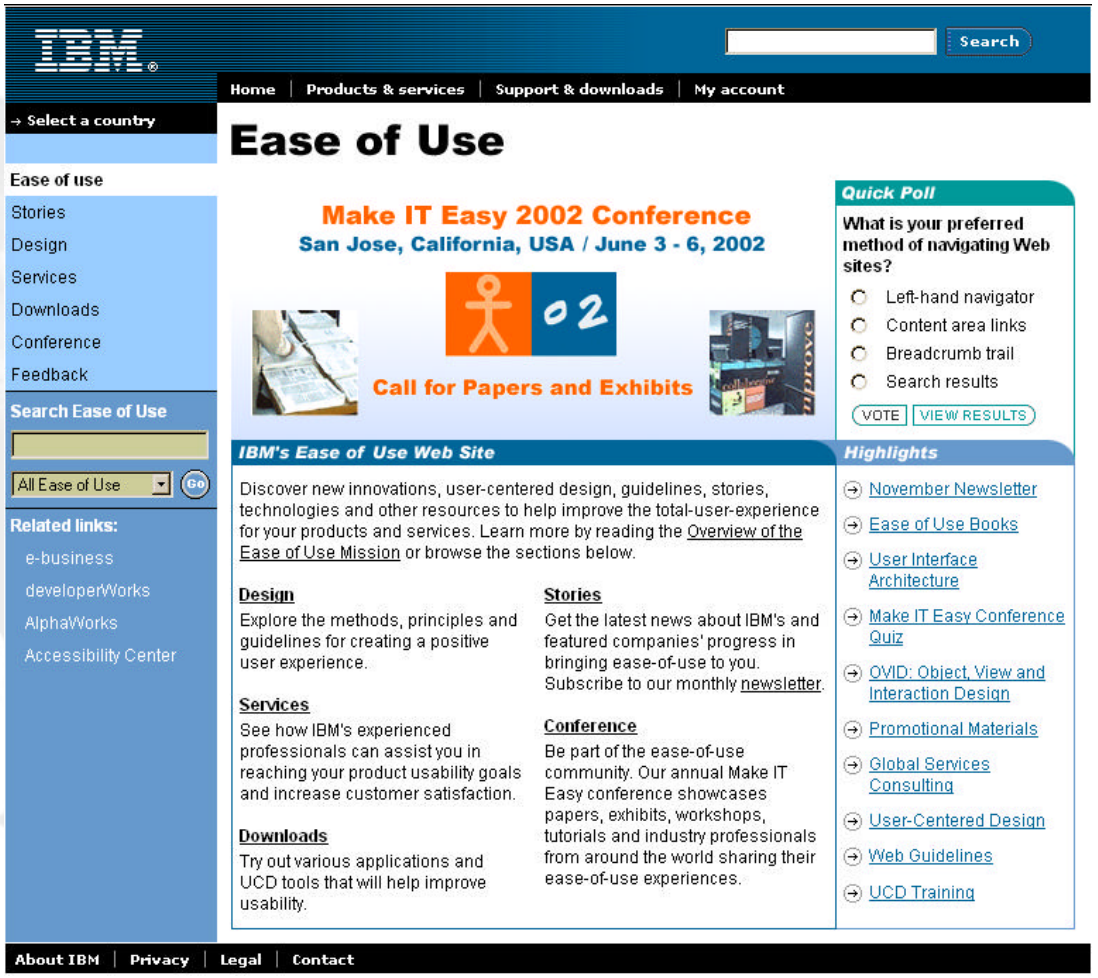

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